



**Keep our County Beautiful  
for all to Enjoy**

## **AT A GLANCE**

A National Park is an exciting vision for our countryside, communities and economy and, with your help, can become a reality. It would work in partnership to:

- **Conserve and enhance our great landscapes and heritage**
- **Boost our economy and attract new funding, investment and jobs**
- **Make Dorset a global brand and destination; adding opportunity and value to our tourism businesses and local producers**
- **Help farmers and land managers to access funding and other support**
- **Work with communities for appropriate development, affordable homes for local people and a thriving, successful Dorset**
- **As the planning authority for its area, partner with Councils and help deliver what our communities need**



## HOW WILL WE BENEFIT?

The National Park will benefit everyone: our communities and economy as well as our environment and heritage.

## WHO PAYS?

Core funding comes directly from central government.

## THE CAMPAIGN SO FAR

In response to an initiative from Natural England, a team submitted evidence supporting the case for a Dorset & East Devon National Park. This proposal has passed an initial evaluation.

## SUPPORT

Many communities, societies, business groups and individuals support the proposal. Independent research has identified the many benefits a National Park would bring to all of Dorset.

## THE FUTURE

With your support, a National Park could become a reality in five to six years. The Government has announced its willingness to assess if more National Parks are needed. We encourage Natural England to prioritise our National Park proposal and carry out their more detailed assessment as soon as resources are available in 2018.

## WHICH AREAS ARE INCLUDED IN THE NATIONAL PARK?

The proposal to Natural England embraces the Dorset and East Devon Areas of Outstanding Natural Beauty (AONB) and what remains of Thomas Hardy's Egdon Heath between Dorchester and Wareham.

This proposed area is just a starting point and, for example, the councils of Portland and Sturminster Newton (outside the AONB) have expressed their support and wish to be considered for inclusion by Natural England. The National Park could be the first to have a significant offshore role.





## HOW WOULD NATIONAL PARK STATUS HELP DORSET AND EAST DEVON?

National Parks have a responsibility to:

- **Conserve and enhance the environment.**
- **Promote recreation, health, and the enjoyment and understanding of the special qualities of their area.**
- **Foster the economic and social well-being of their communities.**

## IT WILL LOOK AFTER OUR ENVIRONMENT

The Dorset landscapes and heritage are very special. They have been judged to be amongst the top 4 percent in the country<sup>1</sup>. The environment is Dorset's greatest economic asset<sup>2</sup> and the National Park would have a duty to look after and promote our environment and heritage.

## IT WILL SUPPORT COMMUNITY LED DEVELOPMENT IN THE RIGHT PLACES

The National Park would work with communities, councils and businesses to meet local needs, including housing and affordable homes for local people. National Parks are not against development, and they build on neighbourhood plans to support thriving local communities. The National Park would be a one-stop-shop for co-ordinated planning advice and would work in partnership with other local authorities<sup>3</sup>.

## IT WILL BOOST THE RURAL ECONOMY

A National Park would boost the rural economy and attract investment and jobs. Tourism is Dorset's largest economic sector, and a National Park brand would put Dorset on the world map and encourage visitors to stay longer and spend more<sup>4</sup>. It would help develop a Dorset wide marketing strategy, manage tourism pressures and could attract funding for sustainable transport.

## IT WILL HELP FARMERS AND LANDOWNERS

A National Park would help farmers and landowners to access funding and other support, and help them diversify and thrive as well as pursue conservation and recreational opportunities.

## IT WILL BRING NEW AND EXTRA FUNDING

National Parks are separately funded by Government and not by residents or businesses. They also bid for extra funds which are invested in the local economy, in partnership with communities, not-for-profit and commercial businesses, farmers and landowners.

A National Park will be an asset and a close, efficient partner for Dorset Councils and complement their work. It would bring additional resources and free up some council funding to help support local services and communities. The South Downs NPA has secured over £100m in core and project funding since 2011<sup>5</sup>.

For more information, please visit [www.dorsetnationalpark.com](http://www.dorsetnationalpark.com) or find us on [Facebook](#)

## WHAT CAN YOU DO TO HELP?

- Spread the word about the benefits a National Park would bring.
- Visit our website and sign up for news and follow us on Facebook.
- Volunteer and join the growing team to help promote the National Park proposal.
- Ask your Parish or Town Council and local societies to encourage Natural England to evaluate our National Park proposal as soon as possible.

**Together we can secure a great future for our communities, environment and economy.**

For more information or to get involved, please visit [www.dorsetnationalpark.com](http://www.dorsetnationalpark.com) or find us on [Facebook](#)

**WE**   
**DORSET**  
**NATIONAL PARK**

#### Notes:

1. RSA Report (November 2016) placed Purbeck, Weymouth & Portland in the top 4% of authorities with West Dorset not far behind.
2. Report for Dorset County Council (March 2016) valued our environment as worth some £1.5bn a year.
3. The National Park would work in partnership with councils, bring new and additional funding and support local services. The National Park team could contract with councils for the delivery of planning and other services.
4. A Bournemouth University study looks at the added economic value of a Dorset NP and the potential benefits for tourism-related businesses.
5. An independent report on the economic benefits of National Parks suggests a Dorset National Park could attract similar funding to the South Downs National Park, which has secured over £100m in core and project funding since 2011.

Thanks to [www.chairboy.co.uk](http://www.chairboy.co.uk) for the flyer design.  
All content correct at time of going to press.

